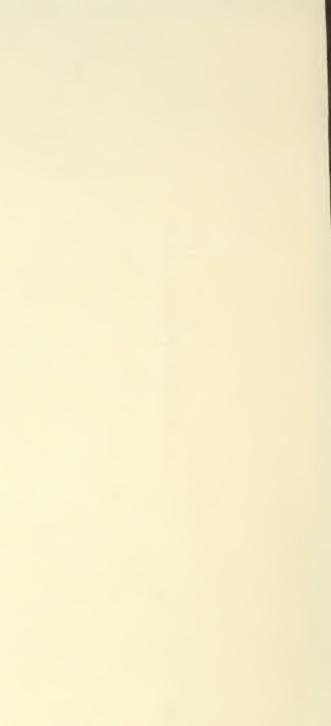
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1896 -- 1925
TERRELL'S
29TH SUCCESSFUL YEAR

Attracting Wild Fowl and Fish



J. K. Terrell 81 years young. Started in 1896 making places attractive to game.

DOESN'T the picture on the cover bring back pleasant memories? Evening on a marshy lake—dark shadows of flying ducks swoop by between you and the setting sun and drop in to feed in a nearby, wild rice-fringed pool. Still they come and their quacks drift in to your lakeside shack all through the moonlight, autumn night.

What wouldn't you give to live those memories over again! You can. All you need is a few acres of suitable lake, marsh, pond or stream, properly handled. Such a place can usually be

found near enough your home so you can enjoy it as often as you like without spending time and money to go to some distant place where you have

been accustomed to see such sights.

Many people I know, who had no duck or fish ponds have made them in various ways; by damming a small stream, spring, or place where the water runs when it rains; by drilling an artesian well or "fountain"; or by digging or blasting out ponds in comparatively dry marsh. The best thing about it, is that these places are actually bringing very gratifying results in attracting wild ducks and geese, and some of them also afford good fishing. Some of these places have an area of less than ten acres. Jack Miner of Kingsville, Ontario attracts thousands of wild geese and ducks to a pond of less than one acre in size. If you have a larger area with some natural marsh or swamp, ponds, lakes or streams, you are fortunate.

Back in 1890, my father, John K. Terrell got the idea of attracting wild ducks to a worthless marsh, that the former owner had felt happy to sell to him, and to raise more fish instead of chasing the country over after them. From distant haunts of wildfowl and fish he gathered and planted seeds of the foods that had attracted them to these places. He realized that unless he had an abundance of their favorite foods he could not keep them any more than he could keep cattle in his barnyard without feeding them.

Pens of live decoys were used to attract passing flocks of ducks that seldom stopped before, and made them acquainted with the good lunch counter he had provided for them. As ducks began to come and nest on the property, it was found necessary to make war on their natural enemies. Crows stole and ate more than half of the wild duck eggs and numerous remains of ducks were seen that had been killed by mink. Ducklings were also taken in large numbers by semi-wild house cats, snapping turtles, and common house or wharf rats. It gave us more pleasure

to shoot a crow than a duck for we knew it meant that old mother duck would hatch her eggs and add ten or a dozen young ducklings to the population of

our preserve.

By 1896 he had made his place stand out as the best place in Wisconsin for ducks and fish. Ducks of all kinds arose in clouds from feeding grounds created. As a young boy, I remember it was no trick after school to run down to the lake and return about dark with a market-basket full of fish-all our family could Other people took notice of what he had done and began to ask him to help them improve their lakes and marshes in the same way. It was an interesting hobby for our spare time and many of my boyhood week-ends were spent collecting seeds and watching the ducks and fish. Game Commissioners and owners of fish and game preserves asked us to examine their properties and plant whatever was necessary for their particular conditions.

Since 1908 I have been carrying on this work with an ever-growing force of assistants to handle the details, but when it comes to questions of what to plant under certain conditions, I make it a point to pass judgment on these problems. It is a law in our organization that any planting material we send out must be the best obtainable—the sure-growing kind we have furnished for the past 29 years.

Today noted authorities tell us that drainage, pollution, and civilization are destroying the natural haunts and feeding grounds of our waterfowl and fish. It is very important to make new feeding, breeding and stopping places to replace these, for without them our wild ducks and fish cannot exist, no matter what else

we may do to protect them.

Fall is Nature's sowing season, a very good time to plant. In the following pages are described the most suitable wildfowl and fish foods for fall planting and how to grow them. If you want to be successful with your plantings to attract wild ducks or fish, read this booklet carefully before ordering, ask our advice on any point you wish. Use Terrell's sure-growing seed. We may be able to help you save much time, money, labor and planting material that would otherwise be spent in experimenting.



Clyde B. Terrell, Specialist on Development of Attractive Places for Birds, Game and Fish. Owner of Terrell's Aquatic Farm.



Wild Ducks Go Wild Over TERRELL'S Giant Wild Rice

ITS VALUE

The large, nutritious grain of the Wild Rice is one of the principal Autumn foods of wild ducks, particularly Mallards, Pintails, Black Ducks, Widgeon, Teal, also Canada Geese and other wild fowl. Mallards and Black Ducks feed almost exclusively on Wild Rice, where it grows abundantly, and will go hundreds of miles out of their line of flight to the marshes where it grows.

On frosty mornings, one can always jump a flock of ducks out of the tall growth of Wild Rice, where they have been feeding, sheltered from the cold winds. Wild Rice also furnishes cover, where, in early spring, ducks hide their nests and rear their ducklings; while around about, they find an abundance of their favorite food.

A Wild Rice bed, when once established, will reseed itself each year, making permanent feeding grounds. Therefore, it is many times cheaper than baiting with grain which must be bought and put in continually.

WHERE TO PLANT

Ideal places for planting Wild Rice are usually found in slow running streams, or lakes or ponds having a stream running out of them. If the lake or stream has some sheltered bays, coves or a marsh with some open water, that are not disturbed by strong currents or waves, these would be the best places to plant. If planted upstream, parts of the plants and some of the seed produced will be carried down-stream each year, and become established in suitable places all along the waterway.

Near the seacoast Wild Rice will grow along streams twenty to fifty miles above the places where they enter the sea, where the water ceases to be salty to taste and there is a tide of not over four feet. Of course places along these streams where fresh water brooks and springs run into the main stream will usually be found more fresh and better for growing Wild Rice. Tame rice fields that depend on tides for their water supply are usually very satisfactory places for growing Wild Rice, provided one or more of the gates in the levee banks are left open, or the banks are broken as the case of many old abandoned fields, which allow the free change of water that Wild Rice requires. Many of these old abandoned tame rice fields can be made excellent game preserves by planting Wild Rice and other wild duck foods.

Given suitable water conditions, good seed, and barring depredations of cattle and other enemies, and excessive heavy growth of water weeds, Wild Rice can be grown on almost any fairly rich soil in

one to three feet of water.

As to climate, our experience has been that while wild rice has grown and matured in Louisiana and the north part of Florida, it grows best, generally speaking, north of a line drawn from Savannah, Georgia to San Francisco, California. South of this line we recommend planting some of the other plants described in this booklet, such as Wild Celery, Sago Pond Plant, Muskgrass and Bur Reed, which thrive over the entire United States and Mexico and as far north as Hudson Bay and Yukon.

PLACES NOT SUITABLE

Wild Rice will not usually grow in bodies of water having no stream running out of them, waters salty to taste, or strong with alkali salts (these alkali salts will be recognized by a white powdery deposit in puddles or spots along the shores, where the water has dried up). Places such as are found along parts of the Mississippi, Ohio, and Lower Illinois Rivers, where the water rises and stays ten feet or more above the normal water level for several weeks during the spring flood periods are usually unsatisfactory places, because the Wild Rice is drowned out by the high water. We will be glad to suggest other duck food plants suitable for such conditions.

GOOD SEED IMPORTANT

In buying planting material, reliability is the first consideration. Poor seed is a waste of time, labor and money, no matter how cheap. Wild Rice seed is of a perishable nature and failures of Wild Rice in the past have often been due to the buying of unsuitable seed handled by inexperienced persons. On one occasion a man who later became a customer of mine told of buying parched Wild Rice, prepared for food, of some Indians, to plant, and of course he got no results, for, of course, it would no more grow Wild Rice than corn flakes would produce a crop of corn. Germination tests by both American and Canadian government authorities show that drying and certain other conditions lessen its germination, and there is no doubt that much seed of low or no germination has been sold. Terrell's Giant Wild Rice Seed is selected from a few marshes where the largest and best grain is produced, and is handled and shipped according to germination—retaining methods that we have learned from years of experi-



A Wild Rice Field at Terrell's Aquatic Farm

ence and experimenting. The result is that on account of its high germination only 50 to 60 pounds of Terrell's Giant Wild Rice Seed is required to seed an acre, instead of 300 or 400 pounds per acre, as some dealers recommend. Moreover, Terrell's Giant Wild Rice Seed produces grain two or three times the size of ordinary wild rice seed, and therefore produces more food per acre, which of course attracts and feeds more ducks.

WHEN TO PLANT

Wild Rice can be planted with excellent results in fall as soon as it is harvested, the natural time it goes to seed. The harvesting season is short and the supply limited, so order at once, to avoid being disappointed. Complete planting instructions which are sent with every order, simplify planting and insure results.

Have You Ever Eaten Wild Rice?

If you have eaten some properly prepared you cannot blame the ducks for being so fond of it, and you too will want some more. It has a delicious, nutty flavor, unlike that of the ordinary tame rice, and can be prepared in a variety of ways—as breakfast food, dressing for fowl or game, vegetable, fancy desserts, puddings, etc. Wild Rice is unusually nutritious and people troubled with stomach disorders have found that they could eat Wild Rice when they were unable to eat anything else. Hotels that can no longer serve wild ducks legally, now serve (tame) "Roast Duck with WILD RICE."

Send for a supply of Terrell's Wild Rice Prepared for Eating, with good recipes, today. It's good every day. Something different for game dinners and special occasions. A pound makes 15 generous servings.



Wild Rice Grown from Terrell's Seed

Natural Duck Bait

Contains Wild Rice, Wild Duck Millet and Smartweed.

If you want a cheap bait to attract more ducks this fall and until your plantings get well started, scatter this bait in shallow water around the shores. Replace it as often as eaten. This bait is superior to all others as it contains a large proportion of wild rice and wild duck millet seed, the natural foods of wild ducks. We can make a low price on this bait because any duck food seed showing inferior germination which we never sell for planting, goes

into this bait. Considerable of the Wild Duck Millet and Smartweed will grow. Try at least a hundred pound sack.

Wild Celery for Diving Ducks

NLY one way to bring more Canvasbacks, Redheads, Bluebills and other diving ducks to your waters—plant the foods they love and search for. They will fly hundreds of miles to find the delicious white roots and shoots produced by Wild Celery. Wild Celery has long been known as the favorite food of these ducks, that are not attracted to any great extent by Wild Rice, which is the favorite food of Mallards, Black Ducks, Pintails, etc. It makes a good addition to a field of Wild Rice, if you also want to attract "Cans" and "Reddies."

The fishing is improved by planting Wild Celery as practically all varieties of fish feed either on the plants or on the abundance of small insect life these plants support. Wild Celery helps keep the water pure and clear, and also affords shelter where the young fish can escape from their enemies. The result is that in a lake planted with this food and shelter, many more young fish reach maturity, and the waters soon become stocked with well fed pan fish. Wild Celery is endorsed as a fish food by the

U. S. Bureau of Fisheries.

WHERE AND WHEN TO PLANT

Wild Celery can be successfully established in almost any fresh water lake, pond or stream, preferably not landlocked—although it does sometimes grow in very fresh waters that have no outlets. However, as Wild Celery grows entirely beneath the water it will thrive in deeper and more open water than Wild Rice, from 2 to 12 feet deep. Deeper



Am. Lotus Wild Celery

Sago Pond Plant

Sago Pond Plant Thrives in Carp Infested, Fresh, Alkaline or Brackish Waters.

Sago Pond Plant, (Potamogeton pectinatus) is considered by government authorities and others, who have studied the food habits of the wild water fowl, to be the most important wild duck food growing in North America. Few plants furnish such an abundance of wild duck or fish food for such a long period. Early in the season, it has clusters of seeds about the size of wheat, which are eaten by Blue-wing Teal, Mallards, and other early ducks. Later in the season, it produces a great abundance of small tubers from ½ to ½ inch in diameter, which are almost equal to Wild Celery as a Canvasback food, and are eaten by all kinds of diving ducks. Also ideal food-producing and cover plant for fish. Usually succeeds in carp infested waters because carp do not entirely root up its extensive roots.

WHEN AND WHERE TO PLANT

Sago Pond Plant is almost certain to be a success wherever planted. It grows either on a rich soil, or a poor sandy soil. It grows in alkali or slightly salty water, as well as fresh water. (Those who have despaired of getting other duck foods started because of alkali or brackish water, will likely have success with Sago Pond Plant.) Sago Pond Plant grows beneath the surface of the water, the clusters of seeds just rising to the top. It will grow best in from 11/2 to 5 feet of water. While it will grow in open water, better results are usually obtained in places more sheltered from waves. You can get beds of this important wild duck food started most economically, by planting the seed during the late summer and early fall. About 3 inches of the plant is left connected to seed to insure ripening. Forty pounds of seed will plant an acre. Complete planting instructions, which accompany all orders, help insure successful plantings.



Floating Brownleaf Pond Plant For Ducks and Fish

Floating Brownleaf Pond Plant (Potamogeton natans) belongs to the same family of plants as Sago Pond Plant, ranking second in importance in that family of plants, as a wild duck food. Mallard and Black Ducks, in fact all kinds of marsh ducks, are very fond of feeding upon the seeds of the Floating Brownleaf Pond Plant. Good fishing is usually found around beds of this plant.

Floating Brownleaf Pond Plant is a very hardy plant which grows under a wide range of conditions. It will thrive in most any fresh waters from 1½ to 5 feet in depth, on a mud, sandy, clay or marl bottom. It grows in ponds or sluggish streams, also in open waters but like the Sago Pond Plant produces best results in sheltered bays or coves. Seeds should be planted in late summer or early fall. Forty pounds of seed plants one acre.

Duck Corn-Wampee (Peltandra virginica)

Good duck food—Produces large quantity of kernels similar to kernels of corn. Grows in swampy, marshy places, and shallow water. Does well in South. Plant 10 pounds of seed per acre in fall or spring.

Bur-Reed (Sparganium eurycarpum)

Grows in the same sort of places as does the Wampee. Also produces abundance of corn-like kernels eaten by ducks, and makes excellent cover, growing 4 feet high. Does better in North than Wampee. Plant 10 pounds seed per acre in either fall or spring.

Spatterdock-Yellow Water Lily

Seeds eaten by ducks. Roots eaten by Muskrats—Also ornamental and good fish food and cover producer. Sow 15 pounds of seed per acre in fall.

American Lotus Lily (Nelumbo lutea)

The acorn-like seeds of this plant are eaten by Mallards and other ducks, but its greatest attraction is its beautiful, light-yellow flowers, often measuring eight inches across. Start a bed by planting the seeds this fall in some sheltered bay or pond in from 1 to 4 feet of water. This is Nature's sowing season and the seeds germinate better if allowed to soak in water over winter. Plant 10 to 15 pounds per acre.



Owners of Muskrat Marshes Frequently Plant Wild Rice, Bur Reed and Spatterdock for Muskrat Food.

Muskgrass—A Quick Growing Duck and Fish Coaxer

CHEAP FOOD FOR TAME DUCKS

Muskgrass (Chara) is a good wild duck food plant which, if planted in late summer or fall, will produce an extensive growth the following summer. Mr. McAtee of the U. S. Bureau of Biological Survey, who has examined the stomachs of hundreds of wild ducks, to find out what foods they like best, finds that Muskgrass is eaten by Mallards, Black Ducks, Pintails, Widgeon, Gadwalls, Green-wing and Blue-wing Teal, Buffleheads, Golden Eyes, Ruddy Duck, Bluebills, and Redheads. It is a favorite food with Bluebills and Pintails, and where found, often makes up a large part of their food. They feed on the foliage as well as the many little tubers which it produces. Muskgrass grows entirely beneath the water, growing to a height of four inches to one foot above the bottom. If you raise decoys or tame ducks this will produce an abundance of cheap food for them.

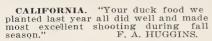
WHERE AND HOW TO PLANT

Muskgrass is easy to plant, and grows rapidly. It will grow over very poor sandy soil. It thrives in marl lakes and alkali or brackish waters, where many other plants will not grow. However, the water must contain some lime. If shells, which require lime, are common in your waters, or if limestone rocks or ledges are found in the locality, this would indicate that there is lime in the waters, which makes the conditions satisfactory for growing Muskgrass. Muskgrass reproduces from small red or black "seeds" or oogonia, about the size of a pin head which cover the plants in late summer or fall. In planting, just throw bits of plants covered with these "seeds" in somewhat sheltered waters, from one to ten feet in depth. If planted where the plants might be washed away, mix them with a little clay before sowing. Plant four or five bushels per acre.



Ducks on a Lake Where Terrell's Foods Were Planted

What Others Say





CANADA. "The Wild Rice and Wild Celery I got of you are growing fine. We had a fine catch of of the Wild Rice. Sowed it in an inland lake, and in the Ottawa River and it is growing in both places."

A. H. BOX.

"You may repeat my last order for COLORADO. Wild Celery and Sago Pond Plant. I have succeeded in growing Wild Celery in my lakes beyond my hopes. I am sure pleased with it."

L. L. DE REMER.

INDIANA. "Last fall I obtained some of your Wild Rice and Wild Celery seed. I had good success with the seeds although I used most of the Wild Rice for experimental tests on germination. I kept the seed in a greenhouse in a tub of water, containing about eight inches of soil. Practically every seed germinated in early spring." FRED A. MILLER.

MAINE. "I have a good report to make on your Wild Rice. One planting was made in Merrymeeting Bay, where it came along fine. Another section was planted on the Cathance River. Both plantings look very thrifty and successful and very much taller than the native Wild Rice or Wild Oats."

W. B. KENDALL,

W. B. KENDALL.

MONTANA. "By building a dam I made a three acre lake which I planted with your seed. A representative of the U. S. Biological Survey on examination found that all were growing. The next year I put in another dam and formed a five acre lake which I also planted with your seed. Last year I put in another dam and created another lake of about four acres which I planted with seed grown in the first pond. I have formed a duck club of 20 members. I do not have to hunt members, they hunt me. When one drops out, two or three want his place. A person is certain of a mess of ducks every morning in season. In a kill of 38 ducks, 32 were Canvasbacks. In one's neck I found 19 Sago Pond Plant tubers which proves to me the value of your duck plants. Of the different foods I got of you Sago Pond Plant, Muskgrass, Floating Brownleaf, Widgeon Grass, Wild Celery and Duck Potato do the best here." Potato do the best here."

M. D. CHATFIELD.

NEW YORK. "Enclosed find check. Use the change to buy some good cigars as I want to treat you for the fine Wild Rice you sent me. I was out on the pond last evening and think from the looks, every kernel grew. I am better pleased than if a \$100.00 bill was handed to me."

S. SPAIN.

SOUTH CAROLINA. "I am glad to report the order of duck plants you sent me, took root well and I had a good many more ducks last fall than before, in the little pond."

G. D. CANFIELD.

WISCONSIN. "Your Wild Celery I planted is doing very nicely. The Wild Rice also came up well. I saw about 75 Bluebills the other morning in the bay, where I planted the Wild Celery pods, which is more than I ever saw on this lake so early in the season. I have no doubt but what it is already an attraction.'

P. E. KABEL.

(Addresses furnished on request.)

TERRELL'S AQUATIC FARM

Oshkosh, Wis., U.S.A.

Order Early to Avoid Disappointments MORE FOOD, MORE DUCKS



ORDER BLANK AND PRICE LIST

Prices Effective September 1, 1925 Subject to change without notice. First Come—First Served.

SHIP TO Name ADDRESS Post Office if different from shipping point. Giant Wild Rice Seed, 1000 lbs. or more 57c lb.; 100 lbs. or more 59c lb.; 25 lbs. or more 61c lb.; 64c lb. for less than 25 lbs......\$.lbs. Wild Celery Seed, 100 lbs. or more 70c lb.; 10 lbs. or more 75c lb.; smaller amounts 90c lb.......lbs.lbs. Natural Duck Bait, 500 lbs. 10c lb.; 100 lbs. at 12c: less 15c lb........ Sago Pond Plant Seed \$1.25 lb. lbs. Floating Brownleaf Pond Plantlbs. Seed, \$1.25 lb.....lbs. Bur Reed Seed. \$1 lb......lbs. Wampee (Duck Corn) Seed, \$1 lb.qts. Spatterdock (Yellow Water Lily) Seed, \$1.50 lb..... Muskgrass (Chara) \$5 bu. in lots of ½ bu. or more. \$4.50 bu. in lots of 10 bu. or more........bu. Wild Rice for table use, postpaid prices: Fancy 25 lbs. or more 70c lb.; 10 lbs. or more 75c lb. smaller lbs. lots at 80c per lb. Same as above, but more broken at half price. Just as good eating..... ····lbs. American Lotus Lily Seed, \$1 per lb.; 10 lbs. or more 90c lb.... Total....\$..... **Discount**—10% discount during September 2% discount for eash with order. Amount enclosed.....\$..... Ordered by ADDRESS Add 10c per lb. if you want transportation charges prepaid.

NOTE-Terms, etc., on other side.

Guarantee, Terms, Shipments, Etc.

Most seedsmen make no guarantee of their seeds. However we furnish only seed of the highest germination, and when planted under suitable conditions, we do not expect that any one will have any cause for complaint. However, as ponds sometimes go dry, flood waters wash away plantings, or ducks, muskrats, carp, deer or cattle may eat them before they have a chance to grow, we make the following guarantee, to help our customers, and to protect them against total loss which might result from any thing of this kind happening:

If any of our planting materials should fail to produce what the purchaser considers a satisfactory growth after giving the planting sufficient time to establish itself, we GUARANTEE to replace it at halfprice or send an equal value at half-price of other planting material selected from our current price list.

SHIPMENTS of these seeds except Bur-Reed and Duck Bait should be made by Express, so they will reach their destination quickly and in the best condition for planting. Second Class Rates, which are about 25% lower than first class, are secured on these seeds. If you have no Express Office we can ship by Parcel Post if desired. If you wish shipment to be sent by Parcel Post or Prepaid Express send 10c per pound to cover transportation charges. (This does not apply to foreign countries except Canada.)

PRICES quoted are in terms of American money and do not include payment of transportation charges unless so stated. Terms: C. O. D. or 2% discount for cash with order.

REFERENCES—City National Bank, Old Commercial National Bank, Association of Commerce, Kiwanis Club, all of Oshkosh, Wis.; R. G. Dun & Co., Reference Book; Leading Outdoor Magazines; State Fish and Game Commissioners of Wisconsin, Minnesota, Iowa, Pennsylvania and Indiana; American Game Protective Association, Woolworth Bldg., New York City; National Association of Audubon Societies, 1974 Broadway, New York City; American Fisheries Society, Glen C. Leach, President, Bureau of Fisheries, Washington, D. C.; Izaak Walton League, 536 Lake Shore Drive, Chicago, Ill.



More Ducks Will Nest and Return to the Waters Near You If You Plant the Foods They Love,

Correspondence regarding what to plant and what is best for your particular conditions and purpose is always a pleasure. We have had 29 years practical experience in planting these foods for wild ducks, fish and game in various parts of the country. Often we are able to make suggestions which help materially in getting the best results. Blanks for your convenience in giving the necessary information about your place will be sent on request. Write us any time we can be of help to you with your problems.

Personal Investigation And Planting Service

While we are always glad to give all help we can by correspondence free of charge, clubs and owners of fairly large properties will often find it to their advantage to have us personally visit and examine their properties and determine just what is best suited to their particular purpose and just where to make plantings, thus insuring the best possible results, and in many cases saving time, planting material, and money.

Services of a capable and experienced man may also be secured to make plantings. Many people use this service who want the advantages of better feeding grounds for fish and game, but who have not the time to do the work themselves, or have no person to whom they can entrust the work. This service is a good investment,, for such a man, by his experience and judicious planting, can often produce better results with a much smaller amount of planting material than an inexperienced person. Those desiring to take advantage of this are invited to write to us for estimate of cost of such service.

Will also Furnish

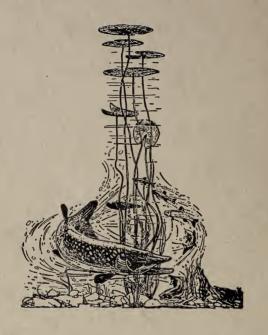
Food and Shelter Plants for Fish, Quail, Grouse, Pheasants; Muskrat, Fur and Waterfowl Farms; Plants for Aquariums and Fish Breeders; Plants for blinds; and many beautiful flowering and ornamental plants for ponds and damp situations. In addition to the planting materials described here, which are available at this particular time, we can supply in proper season, more than 35 different kinds of plants for making places attractive to birds, game and fish, so we have something suitable for almost any condition or purpose in this line. Write for complete price list and information.

LIVE DECOYS

We have gone out of the business of supplying live decoys but recommend Robt. Doemel, 561 Evans St., Oshkosh, Wis., and also Wallace Evans Game Farm, St. Charles, Ill., who raise and supply both Mallards and English Call Ducks. These people have fine stock, are perfectly reliable and I would not hesitate to buy live decoys of them for my own use.

WRITE TERRELL'S AQUATIC FARM, OSHKOSH, WISCONSIN, U. S. A.

"The Pioneers in Making Places Attractive to Fins, Furs, Feathers and Folks." Look for the name—TERRELL



1896-1925

TERRELL'S
29TH SUCCESSFUL YEAR